SAN DIEGO CONVENTION CENTER BOOTH CATERING GUIDE · 2010











GENERAL INFORMATION

POLICIES

- All food and beverage items in the Exhibit Halls must be purchased through the Food and Beverage Department. THIS INCLUDES BOTTLED WATER.
- Exhibitor Booth Catering DOES NOT supply tables or electrical for your booth. You MUST order through your service contractor.
- All food and beverage orders require full payment in advance. We accept American Express, MasterCard, VISA or Company Check. Please make checks payable to Centerplate.
- Initial order, as well as additional services ordered on site, will be billed to the customer's credit card.
- All prices are subject to a (++) charge, which represents a 19% service charge and California State Sales Tax (8.75%).
- Disposable service ware is used on all food and beverage functions on the Exhibit floor.
- A \$25.00++ "Trip Charge" will apply for each food and beverage delivery.
- Centerplate requires that a SDCCC Bartender dispense all alcoholic beverages.
- In order to best serve your catering needs, we require (72) business hours, (3 business days), advance notice for ordering or an additional 20% service charge will apply.
- Menu items and prices are subject to change without notice.

CANCELLATION POLICY

• Full charges will be applied to cancellation of any menu items received within (72) hours, (3 business days), prior to delivery.

STAFFING

BOOTH ATTENDANT*
BARTENDER*
CHEF*
DELIVERY FEE

\$25.00 PER HOUR \$25.00 PER HOUR \$50.00 PER HOUR \$25.00 PER TRIP

PLEASE BE ADVISED THAT ALL FOOD AND BEVERAGE ITEMS IN THE EXHIBIT HALLS MUST BE PURCHASED THROUGH THE BOOTH CATERING DEPARTMENT – THIS INCLUDES BOTTLED WATER.



^{*}Minimum of (4) Hours

FRESHLY BREWED COFFEE

FRESHLY BREWED COFFEE* (gallon) Freshly Brewed Coffee, Decaffeinated Coffee and Hot Teas (Black and Herbal) \$46.00

FRESHLY BREWED STARBUCKS COFFEE* (gallon)

\$65.00

Freshly Brewed Starbucks Coffee, Decaffeinated Starbucks Coffee and Hot Teas (Tazo)

*Includes Cups, Creamers, Sugar, Artificial Sweeteners, Stirrers and Napkins *Price per Gallon, 3-gallon minimum required. Each gallon serves approximately (20) 8 oz. cups.

BEVERAGE SERVICE

ASSORTED CANNED SODAS*	\$72.00
ARROWHEAD BOTTLED SPRING WATER**	\$104.00
BOTTLED MINERAL WATER*	\$90.00
ASSORTED BOTTLED FRUIT JUICES*	\$84.00
ASSORTED GATORADE* (20 oz.)	\$113.00
ASSORTED SNAPPLE* (20 oz.)	\$118.00
BOTTLED ICED TEA*	\$118.00
RED BULL* (8 oz.)	\$124.00
ICEDTEA***	\$38.00
LEMONADE***	\$32.00
ASSORTED JUICES***	\$38.00
Orange, Cranberry, Grapefruit, Tomato or Apple	

* (24) Beverages per case, (1) Case Minimum Required ** (32) Eco-Friendly Bottles per case, (1) Case Minimum Required; Designed with 30% Less Plastic. *** Price per gallon, (3) Gallon Minimum Required

WATER SERVICE

WATER DISPENSER Rental price per day. Rental Begins on first day of delivery, not first day of usage. Client must have a space that has (I) regular wall socket available for electrical power. Requires 100 volt, 15 amp electrical service.	\$50.00
(3) GALLON JUG OF WATER	\$30.00
ICE (Price per 40 Pounds)	\$25.00

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BREAKFAST · BAKERY · PANTRY

BREAKFAST · 10 person minimum required	
CONTINENTAL BREAKFAST	\$15.25
Assorted Fruit Juices, Fresh Baked Breakfast Pastries, Muffins and Bagels	
Served with Butter, Preserves and Cream Cheese	
Freshly Brewed Coffee, Decaffeinated Coffee and Hot Tea	
CONTINENTAL BREAKFAST ENHANCEMENT	\$5.75
English Muffin Breakfast Sandwich with Scrambled Eggs, Pork Sausage and Cheddar Chee	ese
FROM THE BAKERY • Price per dozen; (3) dozen minimum required	
ASSORTED DANISH	\$42.00
ASSORTED MUFFINS	\$34.00
ASSORTED CROISSANTS	\$42.00
ASSORTED DONUTS	\$36.00
ASSORTED BISCOTTI	\$38.00
ASSORTED SCONES	\$36.00
ASSORTED BAGELS WITH CREAM CHEESE	\$42.00
FRESHLY BAKED COOKIES	\$31.00
FRESHLY BAKED BROWNIES	\$34.00
RICE KRISPY TREATS	\$34.00
CHOCOLATE DIPPED CRANBERRY MACAROONS	\$38.00
CHOCOLATE DIPPED STRAWBERRIES	\$38.00
SHEET CAKES • Choice of Fruit or Cream Filling - includes disposable cake knife, plates, forks and	napkins
FULL SHEET CAKE* (80 SLICES)	\$250.00
HALF SHEET CAKE* (40 SLICES)	\$125.00
*Custom Artwork available starting at \$200.00++; pricing may vary depending on intricacy	y of logo/design.
Contact your Catering Sales Manager for more information.	
FROM THE PANTRY	
DOMESTIC CHEESE DISPLAY WITH CRACKERS (Serves 20 guests)	\$130.00
SEASONAL VEGETABLE CRUDITE WITH DIP (Serves 20 guests)	\$115.00
SLICED FRESH FRUIT (Serves 20 guests)	\$100.00
WHOLE FRESH FRUIT (Serves 20 guests)	\$50.00
POTATO CHIPS AND DIP (Serves 20 guests)	\$60.00
TORTILLA CHIPS WITH GUACAMOLE AND SALSA (Serves 20 guests)	\$100.00
MIXED NUTS (2 pounds)	\$44.00
TRADITIONAL SNACK MIX (2 pounds)	\$30.00
MINTS (2 pounds)	\$48.00
PRETZEL TWISTS (2 pounds)	\$30.00
GRANOLA BARS (24 individual bars)	\$72.00
ACCORDED INDIVIDUAL DAGG OF CUIDS	

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ASSORTED INDIVIDUAL BAGS OF CHIPS

A 19% service charge and current sales tax will be added to all food, beverage and labor fees.

Menu items and prices may be subject to change without notice. A \$25.00++ delivery fee will be applied to all above orders.

Exhibitor Booth Catering DOES NOT supply tables for your booth. You MUST order these through your service contractor.



\$2.50

LUNCHEONS

GOURMET DELI BUFFET

Turkey, Roast Beef, Ham and Chicken Salad

BUFFET LUNCHEON • Minimum of 10 guests / Maximum of 50 guests

Assorted Pre-made Sandwiches – Turkey, Roast Beef, Vegetarian and Submarine Mustard and Mayonnaise, Chef's Selection of Deli Salad, Assorted Bags of Individual Chips, Assorted Whole Fruit and Assorted Cookies	,
BOX LUNCHEONS • 10 box lunch minimum required	
BOX LUNCH Choice of Turkey, Roast Beef or Vegetarian Sandwich Individual Bag of Chips, Freshly Baked Cookie and Canned Soda	\$19.50
GOURMET WRAP BOX LUNCH Southwest Roast Beef Wrap with Grilled Peppers, Grilled Turkey with Pesto Wrap or Grilled Vegetable Wrap Gourmet Potato Chips, Pasta Salad, Gourmet Brownie, Canned Soda	\$24.50
GOURMET SALAD BOX LUNCH Chinese Chicken Salad or Grilled Chicken Caesar Salad Gourmet Potato Chips, Gourmet Brownie, Canned Soda	\$23.75
LUNCHEON SANDWICHES • Each platter serves 15-20 guests	
ITALIAN SUBMARINE SANDWICH Salami, Mortadella, Cappicola, Provolone Cheese, Lettuce and Tomato On a 3-Foot Loaf of Crusty French Bread Italian Dressing or Mustard and Mayonnaise	\$160.00
ALL AMERICAN RING SANDWICH An assortment of Traditional American Meats and Cheeses to include Roast Beef, Ham, Turkey, Swiss and American Cheeses Lettuce, Tomato and your Choice of Mustard or Mayonnaise On a 3-Foot Ring Loaf of Bread	\$160.00
PLATTER OF ASSORTED MINI-SANDWICHES Forty Mini-Sandwiches to include	\$140.00

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\$24.50

LUNCHEONS

LUNCHEON SALADS • Each bowl serves 15-20 guests

GARDEN SALAD \$95.00

Mixed Field Greens, Tomatoes, Carrot Curls and Cucumbers Choice of Ranch, Italian or Bleu Cheese Dressings Served with Hearth Baked Rolls and Butter

CHICKEN CAESAR SALAD

\$125.00

Crisp Romaine Lettuce, Sliced Breast of Chicken and Garlic Croutons Traditional Caesar Dressing Served with Crusty French Bread with Butter

MEDITERRANEAN SALAD

\$145.00

Mixed Field Greens, Slices of Grilled Marinated Breast of Chicken, Grilled and Marinated Vegetables, Feta Cheese, Vine Ripened Tomatoes and Kalamata Olives Lemon Herb Vinaigrette Served with Pita Bread

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RECEPTION

COLD HORS D'OEUVRES

TRIPLE CREAM BRIE AND DATES	\$57.00
BOURSIN CHEESE MOUSSE With Caramelized Onion in Phyllo	\$57.00
SUN DRIED TOMATO AND BASIL CROSTINI	\$57.00
CURRIED CHICKEN TART With Pine Nuts and Italian Parsley	\$57.00
STUFFED GRAPE LEAVES With Roasted Vegetables and Brown Rice	\$48.00
SMOKED SALMON With Red Onions and Capers on Pumpernickel	\$48.00
ANTI PASTA SKEWER With Artichoke, tomato, Kalamata and Mozzarella	\$42.00
BAY SHRIMP AND ASPARAGUS CANAPE	\$42.00
HOT HORS D'OEUVRES HIBACHI BEEF SKEWER With Green Onion and Teriyaki Glaze	\$48.00
ASPARAGUS AND ASIAGO CHEESE ROULADE	\$45.00
MEDITERRANEAN CHICKEN KABOB With Figs and Roasted Tomatoes	\$66.00
SOUTHWEST SPRING ROLL With Black Beans	\$42.00
COCONUT CRUSTED SHRIMP With Pineapple Chile Chutney	\$48.00
SHARP CHEDDAR AND ASIAGO CHEESE STRAW	\$42.00
MARYLAND CRAB CAKE With Classic Rémoulade	\$54.00
ARTICHOKE AND PARMESAN FRITTER With Smoked Tomato Aioli	\$57.00

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STATIONS

THEME STATIONS • 20 guest minimum required per order

SOUTH OF THE BORDER STATION

\$12.00

Mini Cheese and Roasted Vegetable Quesadillas and Chicken Empanadas Crisp Tortilla Chips with Salsa and Guacamole

Client to Supply: 4x6 workspace · Minimum of (1) – (6) ft table · Trash Removal · Clean Up

HOUSE-MADE HUMMUS AND IMPORTED OLIVE STATION

\$8.00

Toasted Pita Bread Chips

Spicy Tunisian Olive Blend and Assorted Five Type Blend Olives

Client to Supply: 4x6 workspace · Minimum of (I) – (6) ft table · Trash Removal · Clean Up

DESSERT STATIONS • 20 guest minimum required per order

CHEESECAKE BITES STATION

\$13.25

New York Cheesecake Squares

Banana Rum, Vanilla Bean and Scented Strawberry Compotes

Chocolate Fondue, Raspberry and Coffee Caramel Sauces

Toasted Almonds, Coconut and Whipped Cream

Client to Supply: 4x6 workspace · Minimum of (I) – (6) ft table · Trash Removal · Clean Up

PETIT PATISSERIE STATION

\$12.00

A gourmet selection of Miniature French Pastries, Petit Fours, Mini Tartlets, Chocolate Truffles and Chocolate Dipped Strawberries

Client to Supply: 4x6 workspace · Minimum of (1) - (6) ft table · Trash Removal · Clean Up

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ACTION STATIONS • Minimum guarantee of \$650.00 per day will apply, plus a one-time set-up fee of \$100.00++

ICE CREAM CART \$650.00

(I) Ice Cream Cart

Standard Cart to include: (113) Assorted Ice Cream Novelties

(Häagen-Dazs Bars, Dove Bars and Assorted Ice Cream Novelties)

Additional Ice Cream Novelties @ \$5.75++ each

Should you desire an experienced Booth Attendant to distribute the product,

a \$25.00++ per hour/four hour minimum labor fee will apply.

Client to Supply: 110 volt single phase (15) amp · 4x4 work space · Trash Removal · Clean Up

SMOOTHIE BAR \$650.00

Smoothie Machine with choice of (2) Flavors – Strawberry, Wild Berry or Mango

Includes (150) 7 oz. Fruit Smoothies

Additional Smoothies @ \$4.25++ each

A Booth Attendant is required to distribute the product.

A (2)-hour set-up time is required on the Show Floor.

A \$25.00++ per hour/(4) hour minimum labor fee will apply.

Client to Supply: 110 volt single phase (6.5) amp · 4x4 work space · Trash Removal · Clean Up

POPCORN CART \$650.00

(1) Popcorn Machine includes popcorn and (325) Popcorn Bags and Napkins Additional Bags of Popcorn @ \$2.00++ each

A Booth Attendant is required to pop the corn and distribute the product to your guests.

A \$25.00++ per hour/(4) hour minimum labor fee will apply.

Client to Supply: 110 volt single phase (15) amp · 4x4 work space · Trash Removal · Clean Up

FRESH BAKED GOURMET CHOCOLATE CHIP COOKIE STATION

\$650.00

Featuring Otis Spunkmeyer Premium Gourmet Chocolate Chip Cookies To Include: (245) Chocolate Chip Cookies*, Oven, Napkins and Appropriate Supplies Additional Cookies @, \$2.65++ each

A Booth Attendant is required to bake and distribute the product to your guests.

A \$25.00++ per hour/(4) hour minimum labor fee will apply.

*A portion of the cookies will be pre-baked and delivered to your booth on trays.

Client to Supply: I 10 volt single phase (15) amp · 4x4 work space · Trash Removal · Clean Up

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ACTION STATIONS · Minimum guarantee of \$650.00 per day will apply, plus a one-time set-up fee of \$100.00++

GOURMET SOFT PRETZEL STATION

\$650.00

To Include: (145) Freshly Baked Gourmet Soft Pretzels

served with your choice of Nacho Cheese or Traditional Yellow Mustard

Heated Pretzel display Case, Napkins and Appropriate Supplies

Additional Pretzels @ \$4.50++ each

A Booth Attendant is required. A \$25.00++ per hour/(4) hour minimum labor fee will apply.

Client to Supply: I 10 volt single phase (15) amp · 4x4 work space · Trash Removal · Clean Up

CAPPUCCINO BAR \$800.00

To Include: Coffee Beans and Grinder, Cups, Napkins, Stirrers, Sugar and Creamer (200) Cups of Cappuccino and Espresso included.

(I) Experienced Booth Attendant, for a maximum of (4) hours

Cappuccino Machine set-up

(Machine is attached to a stainless steel cart to accommodate water supply and storage.)

Additional Cups of Cappuccino and Espresso @ \$4.00++ each

Minimum guarantee of \$800.00 per day will apply, plus a one-time set-up fee of \$100.00++.

Should you desire service for a longer period of time; a \$25.00++ per hour labor fee will apply.

Client to Supply: (30) amp (3) Phase (5) Wire power \cdot (110) volt single phase (15) amp

4x4 work space and storage area · Trash Removal · Clean Up

STARBUCKS CAPPUCCINO BAR

\$1425.00

To Include: Starbucks Coffee Beans and Grinder, Cups, Napkins, Stirrers, Sugar and Creamer (300) 12 oz. Cups of Cappuccino and Espresso Included

(1) Experienced Starbucks Barista for a maximum of (4) hours

Cappuccino Machine set-up

(Machine is attached to a stainless steel cart to accommodate water supply and storage.)

Additional Cups of Cappuccino and Espresso @ \$4.75++ each

Minimum guarantee of \$1425.00 per day will apply, plus a one-time set-up fee of \$100.00++.

Should you desire service for a longer period of time; a \$25.00++ per hour labor fee will apply.

Client to Supply: (30 amp (3) Phase (5) Wire power · (110) volt single phase (15) amp

4x4 work space and storage area · Trash Removal · Clean Up

STARBUCKS SHAKEN TEA STATION

\$750.00

To Include: (200) 12 oz. Cups of Tazo Iced Black Tea or Tazo Iced Passion Tea,

handcrafted using a martini style shaker, Starbucks Logo Cups, Napkins and Appropriate Supplies Additional Cups of Tea @ \$3.75++ each

Minimum guarantee of \$750.00 per day will apply, plus a one-time set-up fee of \$100.00++.

(2) Booth Attendants Required. *An additional Booth Runner may be required depending on volume.

A \$25.00++ per hour/(4) hour minimum labor fee will apply for each attendant.

Client to Supply: 4x4 work space and storage area · Trash Removal · Clean Up

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WINE · BEER · CHAMPAGNE

BOOTH CATERING INFORMATION

All alcohol sales and consumption in the San Diego Convention Center are regulated by the California Alcoholic Beverage Control and Centerplate is responsible for the administration of these regulations. No alcoholic beverages are allowed to be served by anyone other than San Diego Convention Center Food and Beverage Department Bartenders. Centerplate prohibits exhibitors and event participants from removing alcohol from the San Diego Convention Center.

DELUXE HOUSE WINE (bottle) Chardonnay, Cabernet Sauvignon and Merlot	\$24.00
PREMIUM HOUSE WINE (bottle) Chardonnay, Cabernet Sauvignon and Merlot	\$28.00
DOMESTIC BEER (case) Budweiser Select, Bud Light, or O'Douls Amber (non-alcoholic)	\$108.00
IMPORTED BEER (case) Heineken, Karl Strauss or Corona	\$126.00
DRAFT BEER · DOMESTIC (keg)	\$450.00
DRAFT BEER · IMPORTED (keg)	\$625.00
DRAFT BEER · MICRO BREW (keg)	\$625.00
DOMAINE STE. MICHELLE BRUT (bottle)	\$36.00
KORBEL BRUT (bottle)	\$40.00
MARTINELLI'S SPARKLING APPLE CIDER (bottle)	\$20.00

A Bartender is required to distribute all alcoholic beverages. A \$25.00++ per hour/(4) hour minimum labor fee will apply, plus a one time set up fee of \$100.00++.

Client to Supply: 4x4 work space · Trash Removal · Clean Up

*Special order wines, beers and champagnes are sold by the case only and are not based on consumption.

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SPECIALTY BARS

SOUTH OF THE BORDER MARGARITA BAR

\$770.00

To Include: (135) 14 oz. Margaritas on the Rocks

Additional Margaritas @ \$5.75++ each

Minimum guarantee of \$770.00 per day will apply, plus a one-time set-up fee of \$100.00++.

A Bartender is required to mix and distribute the beverages.

A \$25.00++ per hour/(4) hour minimum labor fee will apply for each bartender.

Client to Supply: 8x8 work space · Trash Removal · Clean Up

MARTINI BAR \$770.00

To Include: (114) 6 oz. Martinis

Choice of Traditional, Cosmopolitan, Blue Hawaiian or Appletini

Additional Martinis @ \$6.75++ each

Minimum guarantee of \$770.00 per day will apply, plus a one-time set-up fee of \$100.00++.

A Bartender is required to mix and distribute the beverages.

A \$25.00++ per hour/(4) hour minimum labor fee will apply for each bartender.

Client to Supply: 8x8 work space · Trash Removal · Clean Up

SIGNATURE CRANBERRY MOJITO BAR

\$775.00

To Include: (100) 6 oz. Mojitos Additional Mojitos @ \$7.75++ each

Minimum guarantee of \$775.00 per day will apply, plus a one-time set-up fee of \$100.00++.

A Bartender is required to mix and distribute the beverages.

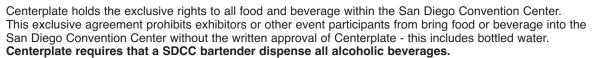
A \$25.00++ per hour/(4) hour minimum labor fee will apply for each bartender.

Client to Supply: 8x8 work space · Trash Removal · Clean Up

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BOOTH CATERING · ORDER FORM





INSTRUCTION NOTE: Fill in and submit both the order form and the credit card authorization form completely to process your order.

Company Name:					
Billing Address:					
City:			State:	Zip:	
Phone:	Fax: Fax: Email:				
Booth #:	Event :				
Representative:	Title:				
On-Site Contact:			On-Site Cell #:		
		MENU IT	EMS · SUPPLIES · EQUIPMENT		
DELIVERY DATE	DELIVERY TIME	QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
	DELIVE	RY FEE · BART	ENDER · BOOTH STAFF · KITCHE	N LABOR	
START TIME	END TIME	QTY	DESCRIPTION	UNIT RATE	TOTAL PRICE
COMMENTS.				SUBTOTAL	
COMMENTS:			19% SER\	/ICE CHARGE	
			SUBTOTAL WITH SERV		
			 8.75% C	CA STATE TAX	
			TOTAL ESTIMAT	ED CHARGES	

BOOTH CATERING · CREDIT CARD AUTHORIZATION



Event Name			Event Date
Exhibitor Name			Booth #
On-Site Contact	O	n-Site Cell	#
ONE OPTION BEL	OW MUST BE SELECTED.		
☐ Company Check u	sed for total charges on initial catering contract. Credit	t Card to be	used for additional items ordered on site.
Credit Card to be ι	used for all charges Pre-Ordered for the show and add	litional item	s Ordered On-Site.
Credit Card #		Cred	it Card Type
Card Holder's Name			Exp. Date
CID#	Check this box if billing address for t	his credit ca	ard is the same as Address listed on page (1).
If the address is o	lifferent, please fill in the information below	for the c	redit card.
Street Address:			
City:		State:	Zip:
	BELOW, CUSTOMER AGREES TO PAY TOTA AS WELL AS ANY APPLICABLE CHARGES FO		
0 — : · · · — :	PLATE WILL USE THIS AUTHORIZATION FOR AS A RESULT OF ON-SITE ORDERS PLACED		
AUTHORIZED :	SIGNATURE:		DATE

Once the above information has been completed, a Banquet Event Order (BEO) and Catering Contract will be processed.

Pre-Payment is required. Payment arrangements can be made either by company check or credit card.

Last page of this form is a fax cover page for your convenience.

PLEASE RETURN ORDER TO:

SAN DIEGO CONVENTION CENTER
ATTN: FOOD AND BEVERAGE DEPARTMENT
111 W. HARBOR DRIVE
SAN DIEGO, CA 92101
PHONE (619) 525-5800
FAX (619) 525-5858

BOTH ORDER FORM AND CREDIT CARD AUTHORIZATION MUST BE COMPLETED AND RETURNED TOGETHER FOR YOUR ORDER TO BE PROCESSED.

FAX COVER PAGE



TODAY'S DATE:	
ATTENTION: BOOTH CATERING DE	PARTMENT · SAN DIEGO CONVENTION CENTER
FAX NUMBER: (619) 525-5858	# OF PAGES FAXED:
FROM: (CONTACT NAME)	
(COMPANY NAME)	
(FAX NUMBER)	(EMAIL)
EVENT NAME:	BOOTH NUMBER:
EVENT START DATE:	CONTACT PHONE NUMBER:
COMMENTS:	

SAN DIEGO CONVENTION CENTER · FOOD AND BEVERAGE DEPARTMENT
111 W. HARBOR DRIVE · SAN DIEGO, CA 92101 · PHONE (619) 525-5800 · FAX (619) 525-5858